

Project branding, website and social media



REScoop
VPP



Project Acronym: REScoopVPP

Grant Agreement number: 893240

Project Title: Smart Building Ecosystem for Energy Communities

7.1 Project branding, website and social media

Revision: [2]

Authors:

Sara Tachelet (REScoop.eu)

Roland Tual (REScoop.eu)

Revision History

Revision	Date	Author	Organization	Description
V. 0.1	15/11/2020	Sara Tachelet	REScoop.eu	Final draft
V. 0.2	30/11/2020	Manuel Nina	SNAP	Final version

Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 893240

Dissemination Level – PU – Public

Executive Summary

This deliverable gives an overview of the branding tools that will be used to communicate about the project in a consistent way. It entails the REScoopVPP logo and associated dissemination templates, the project website and social media channels.

Table of contents

Executive Summary	1
Table of contents.....	2
Table of figures.....	3
1. REScoopVPP logo	4
2. Colors and fonts.....	4
3. Templates.....	5
4. Project website.....	6
5. Social media.....	11

Table of figures

Figure 1 - The REScoopVPP logo	4
Figure 2 - The REScoopVPP colors.....	4
Figure 3 - The REScoopVPP powerpoint template	5
Figure 4 - Word template for public deliverable.....	6
Figure 5 - Structure of the website	6
Figure 6 - Home page of the website (upper part).....	7
Figure 7 - Social feed on the home page of the website	7
Figure 8 - Footer of the website	8
Figure 9 - News and events page of the website	8
Figure 10 - General information on the 'about' page of the website	9
Figure 11 - 'Pilot sites' page on the website	9
Figure 12 - 'Partners' page on the website.....	10
Figure 13 - The 'contact' page of the website.....	10
Figure 14 - The REScoopVPP twitter account	11
Figure 15 - Twitter statistics from September until November	12

1. REScoopVPP logo



Figure 1 - The REScoopVPP logo

A specific project logo has been developed for the project identity. The logo will be included in all project promotional material including the templates, website, articles etc. The logo reflects the central concept of the project by incorporating the illustration of a 'smart house' referring to residential flexibility on one side and the written name of the project referring to the cooperative character of the VPP network on the other side.

The logo is accessible for all partners through the Internal communications platform (google drive) and can be requested by external parties by sending an email to the communication manager (REScoop.eu).

Reproduction quality and visibility

Only the high-resolution logo will be used In order to ensure quality and readability. To ensure the logo's visibility, the minimum logo size for print is 5 cm in length. Online, the logo must not be smaller than 36 pixels at 72 ppi.

2. Colors and fonts

The main color of the logo is purple and is also used as the primary color for titles and highlights in for example presentations and documents. In addition, the 5 colors in REScoop are inspired by the natural elements and are often used tightly together in a 'rainbow' formation, to represent the ideas of 'community' and 'progression'.



Figure 2 - The REScoopVPP colors

The REScoopVPP brand font is Raleway, an open source font, free to use and share, containing a lot of styles and options. The colors, together with the font and the logo will be used in the project's communications and will thus contribute to the recognizability of the REScoopVPP brand.

3. Templates

■ PowerPoint

The REScoopVPP PowerPoint template is developed to be used at internal and external events when presenting the project and/or its outcomes. Both a Google Slides template and a Microsoft PowerPoint template are created and made available for partners in the VPP Google Drive.



Figure 3 - The REScoopVPP powerpoint template

■ Word

A couple of REScoopVPP word templates are made available in the VPP Google Drive for partners to be used for deliverables and other public articles.

- Commission deliverable template
- Template for word (to download): for public deliverables and other public documents
- Template for Google doc (to edit in Google Docs): for public deliverables and other public documents



Figure 4 - Word template for public deliverable

4. Project website

The project website serves as a central point for building an online community by providing a platform where people could check the projects process at any time. Summarised, the website contains all the necessary information regarding the project's objectives, the consortium, the pilot sites, the methodology, the tools for a community-driven flexibility system that will be/are being developed, news items, an overview of REScoopVPP related events, reporting of the project's results and contact information. Note that all public deliverables will be made available and free of access.

The website will be a living online platform with regular content updates.



Figure 5 - Structure of the website

■ Home page

On the home page, visitors get an Immediate Impression of the project. The main elements are visualised using simple Illustrations In line with the project's branding.



Figure 6 - Home page of the website (upper part)

A social feed is added to the home page in order to stimulate cross dissemination between website and social media.

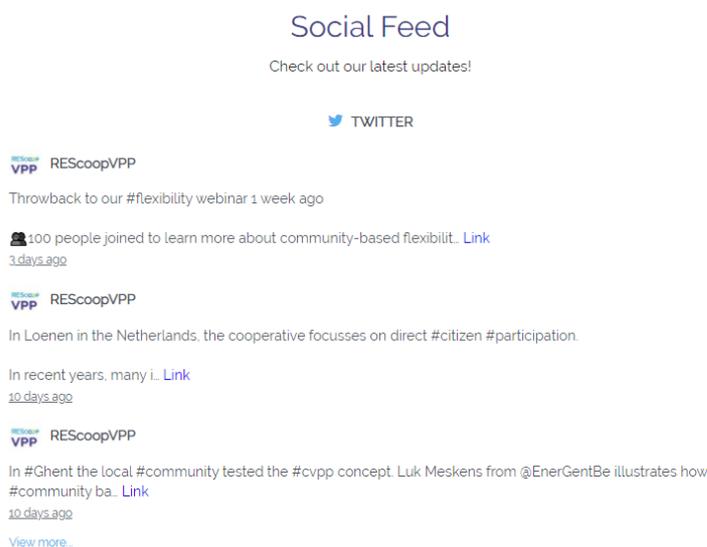


Figure 7 - Social feed on the home page of the website

The project's funder disclaimer, as well as the privacy policy and copyright mention is added in the footer of each page.



Figure 8 - Footer of the website

■ News and events

On the 'News and events' page, visitors can find all information to keep up to date with the latest news and events from the project and its partners. A list of public deliverables can be found on this page as well.

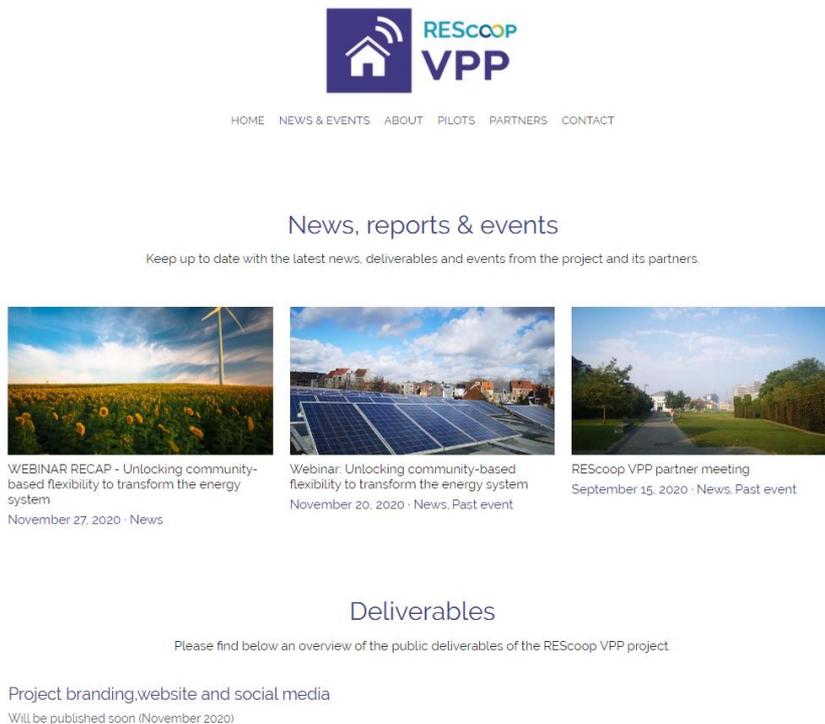


Figure 9 - News and events page of the website

■ About

On the 'About' page, an overview is given of the project's objective, the methodology, the context, and the solution that will be built. Also the general information about the project is listed.

Project information

Project start & end date 1 June 2020 - 31 May 2023	Budget € 4 523 437,50
Grant agreement ID: 893240	Coordinated by SNAP! SOLUTIONS, LDA

Figure 10 - General information on the 'about' page of the website

■ Pilots

Under this section of the website, Information about the 5 different pilot sites will be shared. An integrated Google Maps gives an idea of the geographical location of the different pilots in Europe. This page will be regularly updated according to the different Implementation of the tested solutions in the respective pilots.

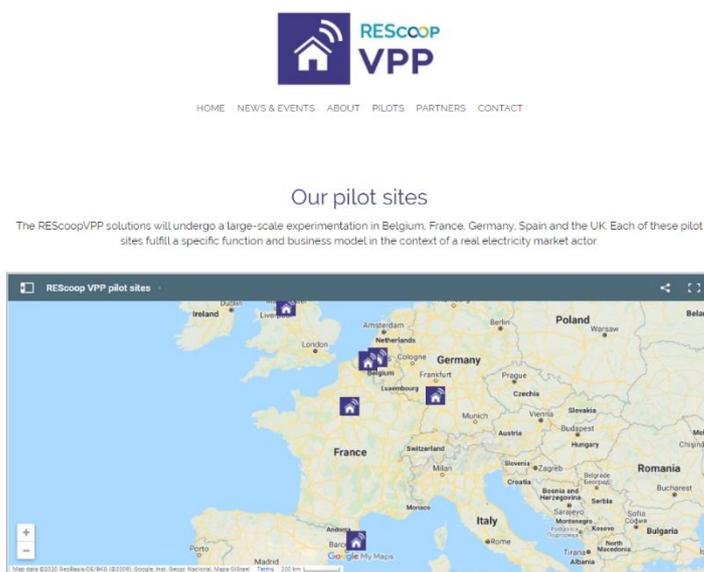


Figure 11 - 'Pilot sites' page on the website

■ Partners

On the 'Partners' page, visitors can find the short description of each of the Involved partners as well as a link to their websites.



[HOME](#) [NEWS & EVENTS](#) [ABOUT](#) [PILOTS](#) [PARTNERS](#) [CONTACT](#)

REScoop VPP works with 12 partners to achieve its goals

The majority of the REScoopVPP consortium are a renewable energy cooperative (REScoop) or a federation of REScoops. Therefore the REScoop VPP consortium benefits from a diverse group of cooperatives with a strong relation with their members.



SNAP! Partners

Coordinator

Founded in 2017, SNAP! is a boutique innovation consultancy company based in Lisbon, Portugal. SNAP! is specialized in consulting, accelerating and funding the development of disruptive innovation at European and International scale.

SNAP! accumulates the knowledge of several years of experience in mastering the European support framework for innovative Startups and SMEs.

SNAP! has supported several cutting-edge start-ups and SMEs in Portugal, the UK and Belgium in diverse areas such as energy, environment, materials engineering, IT, etc.

Figure 12 - 'Partners' page on the website

■ Contact

On the 'contact' page, visitors can fill in a form to ask for more information or to get in touch with the project partners. Visitors are also encouraged to follow the project on twitter.



[HOME](#) [NEWS & EVENTS](#) [ABOUT](#) [PILOTS](#) [PARTNERS](#) [CONTACT](#)

Contact Us

We are always happy to answer your questions and queries about our project and solutions.

Name	<input type="text"/>
Email	<input type="text"/>
Message	<input type="text"/>
	<input type="submit" value="Submit"/>

Follow us on social media



Figure 13 - The 'contact' page of the website

5. Social media

Different social media platforms will be used to inform a broad audience about the project and its results. Additionally, our social media activities will help the project increase the amount of traffic that for the website. Moreover, the online REScoopVPP network that will be build through our social media channels (as well as through website, newsletter and other online channels) collects potential adopters of the REScoopVPP solution and therefore serves as a platform for exploitation after the project.

A twitter account has been set-up a few days before the first REScoopVPP consortium meeting (14-15 September 2020 in Ghent). The idea was to publicly kick-off the project both off and online.



Figure 14 - The REScoopVPP twitter account

A closed twitter group including all the partners' twitter accounts (in case they have an account) serves as a platform to share relevant tweets and thus increase the number of engagements on the REScoopVPP's twitter account. The twitter account targets a broad audience consisting of the general public, professionals (ESCO, retailer, smart Home solution providers), solutions/technology providers in the building automation and control industry and policy makers that are active on twitter.

To date the REScoopVPP twitter account has 214 followers. 37 tweets were shared attracting an overall amount of 34.800 impressions in a period of 3 months.

SEP 2020 SUMMARY		OCT 2020 SUMMARY		NOV 2020 SUMMARY	
Tweets	Profile visits	Tweets	Tweet impressions	Tweets	Tweet impressions
8	775	4	3,617	8	11.8K
Mentions	New followers	Profile visits	Mentions	Profile visits	Mentions
16	162	108	1	269	5
		New followers		New followers	
		17		34	

Figure 15 - Twitter statistics from September until November

The REScoop.eu Facebook page as well as the REScoop.eu LinkedIn page are being used to disseminate information about the REScoopVPP project. We use these platforms of the European federation of citizen energy cooperatives to reach a broad and already engaged audience that is relevant for the activities and developed solutions of the REScoopVPP project.